MULTIMEDIA UNIVERSITY®

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2210)

DOB5614 – INTRODUCTION TO ORGANISATIONAL BEHAVIOUR

(All sections/Groups)

8 FEBRUARY 2023
2.30 p.m – 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Structured Questions (100 Marks)

QUESTION 1

(a) Define the term 'group'. (2 marks)

(b) Briefly explain the **TWO (2)** main types of groups. (6 marks)

(c) Group decision making can be beneficial, but it also has its disadvantages. Provide at least **TWO (2)** benefits and **TWO (2)** disadvantages of group decision making. (8 marks)

(d) Describe the following group techniques that can assist in the decision-making process.

(i) Interacting groups (2 marks)

(ii) Brainstorming (2 marks)

(iii) Nominal group technique (2 marks)

(Total: 22 marks)

QUESTION 2

(a) Briefly describe the **THREE (3)** directions of communication. (9 marks)

(b) Sri Pertama Sdn Bhd is a manufacturer of home appliances. The organisation is planning to introduce a new refrigerator model. The marketing manager at Sri Pertama Sdn Bhd has developed a marketing plan for this new product and wants to communicate this plan to all the employees in the marketing department in a way that allows employees to refer to the plan later. Which communication method would be the best for communicating this plan? Explain your answer. (6 marks)

(c) There are several barriers to effective communication that can distort the message being sent. List at least **FIVE (5)** of the barriers. (5 marks)

(d) As a regional manager of a multinational company, Jack must interact with people from all over the world and he often find it difficult when communicating with people from different cultures. What are the suggestions that you could provide to Jack to reduce misinterpretations? Provide all the **FIVE (5)** suggestions. (5 marks)

(Total: 25 marks)

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QUESTION 3

(a) (i) What is personal power? (2 marks)

(ii) Describe the **TWO (2)** bases of personal power with an example for each. (6 marks)

(b) Explain any **THREE (3)** power tactics an individual can use or ways in which they can make the power base work for them by moving people into specific actions. (9 marks)

(c) (i) Define political behaviour. (2 marks)

(ii) What are the **THREE (3)** reasons for politics to arise in organisations? (3 marks)

(iii) List at least **THREE (3)** individual factors and **THREE (3)** organisational factors that influence political behaviour. (6 marks)

(Total: 28 marks)

QUESTION 4

(a) Whenever change is present, there is resistance to change.

(i) Define the term 'change'. (2 marks)

(ii) List any **THREE (3)** forms of individual resistance and **THREE (3)** forms of organisational resistance. (6 marks)

(b) Rainbow Education is an educational publishing company that provides textbooks in higher education. The company has been in business for almost 20 years now and has earned substantial profits during this period. However, the changing trend in higher education where students prefer online classrooms has driven the company to change its business strategy. Due to this change introduced by the management, managers at Rainbow Education face resistance to change. Suggest at least **FIVE (5)** techniques that managers can use to overcome the resistance to change. (5 marks)

(c) Describe the three-step model used for managing change. (7 marks)

(d) Specify the **FIVE (5)** steps involved in the action research. (5 marks)

(Total: 25 marks)

End of Paper